

# PLANNING *for* PROFIT™



Independent distributors and manufacturer sales teams working together provides the best opportunity for growth in today's increasingly complex and competitive marketplace.



[www.evergreensupplynetwork.com](http://www.evergreensupplynetwork.com)

Evergreen established Planning for Profit™ (P4P) as a first-to-market program that helps Members, Preferred Suppliers, and Manufacturing Reps create a solid plan for growth to achieve success in today's increasingly complex and competitive marketplace.

Active participation in P4P is a proactive way to grow your business and to ensure success with defined action items and accountabilities. PFP has a proven success rate as those members who participated, showed on average, over 35% annual revenue increase. Review the Planning for Profit program details and templates, so you can take full advantage of the program to drive your business to success.



# WHY PARTICIPATE?



## Gain Access

Getting the attention of an Evergreen Member and their sales people is the number one challenge faced by manufacturer field representatives. You fight this battle every day. Active participation in Planning for Profit will give you this access.



## Grow Your Business

Planning for Profit can help you grow your business because it offers you a tangible way to provide value to your Evergreen Member. Use the program to demonstrate how you can work with the distributor to grow the business together.



## Be Recognized for a Job Well Done

Each year, Evergreen formally and publicly recognizes the local reps (independent and direct) who get the job done for Members. If our Members tell us you performed well, we'll send you a certificate and include your name on our "Wall of Fame," which is displayed at the Partnership Conference and then at the Evergreen Training Center for the remainder of the year.

# HOW TO PARTICIPATE



# GET INVOLVED

## 1 GETTING SELECTED TO PARTICIPATE

Evergreen Members select five or more Preferred Suppliers they want to work with. Don't wait to be picked. As a manufacturer sales rep, you should get in front of the Evergreen Members early in the process and ask to be one of their Planning for Profit partners. Find out if your company is participating in Planning for Profit Plus and has additional incentives you can offer. The important thing is to let your local Evergreen Member know you are ready to work.

## 2 BUILDING A PLAN TOGETHER

Working as a team, the Evergreen Member, the local sales representative, and the national sales management of the manufacturer set goals, define plans, and determine accountability. A preliminary planning worksheet is on the back of this brochure.

In addition, the Evergreen website has detailed worksheets and calendars that you can use to document the plan. Most plans include setting up dates for joint sales calls, counter days, open houses, training sessions or any other activity used to market or sell the product. Leverage virtual meeting platforms for your planning sessions and follow-up meetings.

## 3 EXECUTING THE PLAN

Once plans are set and documented, it comes down to execution and follow-up. Everyone gets busy, and it's easy to let plans fall by the wayside. However, we've found that a written plan; with established follow up dates will help keep things on track. Your personal commitment is key. It's your plan, you should own it.

## Call on the Evergreen Members in your territory and present your ideas on how you can help grow the business with them.

The best way for you to get involved with an Evergreen Member is to tell them you want to work together. If you are a multi-line, independent sales rep, consider packaging several Evergreen lines together for maximum impact.

## Be a problem-solver for them.

Offer to document joint commitments and be the one to follow up. Be proactive and positive.

## Be an advocate for the Evergreen Member to the manufacturers you represent.

Find out what the national programs are and how you can leverage those programs to benefit the Evergreen distributors and yourself. Help the Evergreen distributor maximize use of available coop funds.

## Do what you say you are going to do.

Planning for Profit is all about executing the plan for success.



Visit [evergreensupplynetwork.com/P4P](http://evergreensupplynetwork.com/P4P) for more information and details.





## PLANNING FOR PROFIT PLUS™

Some Evergreen Preferred Suppliers provide additional incentives to Members for successful execution of a sales and marketing plan. We call this Planning for Profit Plus. These incremental incentives are negotiated directly with each Member and are paid directly to the Member if earned. Members are more likely to select a Preferred Supplier offering a Plus to their program.



### Share Shift

Move business from suppliers outside the group to Evergreen Preferred Suppliers

### New Product Introductions

Introduce new products and programs to Evergreen Members and their end-user customers

### Drive Market Share Growth

Increase market share for both Evergreen Members and Preferred Suppliers by defining and executing joint marketing and sales plans

### Build Stronger Relationships

Nothing builds a solid business relationship like setting and achieving common goals



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## PRE-PLANNING FOR PROFIT WORKSHEET

**Evergreen Distributor Name:**

Contact Name:

Phone:

Date Meeting Held/Set:

Who will attend/attended:

Best way to follow up:

**Product Lines of Interest (list of products):**

**Share Shift Opportunity** Current competitive (non-Evergreen supplier) line:

**New Line** Any related/complementary lines currently carrying:

**New Market Opportunity** Market potential/how complements existing business:

**Target End-User Customers:**

**Sales Goal/Opportunity:**

### INITIAL PLANNING DAYS

**Product Training:**

When:

Who:

**Joint End-User Calls:**

When:

Who:

**Counter Days:**

When:

Who:

**Sales Promotion:**

When:

Who:

**Other Joint Activities (specify below):**



More detailed worksheets can be downloaded at [www.evergreensupplynetwork.com/P4P](http://www.evergreensupplynetwork.com/P4P)

Tel: 972.242.1600 • Fax: 972.242.1411  
3552 Garden Brook Drive  
Farmers Branch, TX 75234  
[www.evergreensupplynetwork.com](http://www.evergreensupplynetwork.com)  
[evergreen@evergreensupplynetwork.com](mailto:evergreen@evergreensupplynetwork.com)

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